

*Many people in Tucson are fond of saying that our community is at a crossroads. That if we are thoughtful and visionary and true to our values as we continue to grow, our city will become the Southwest's great, competitive, vibrant, livable, beautiful desert city of the 21st century.*

*On the other side is the fear that we become just another place, fast-growing but with an average economy without advantage for all, a loss of environment and quality, less livable, poorer, harsher. Something special lost, or opportunity squandered.*

**Cities are like individuals. They evolve in unique ways. Every city has a soul. You have to try to understand what that soul is first, and then you get a better sense of what the problems are. You start by looking at the city's history and thinking about ways to help nurture its intrinsic strengths.**

**- Joel Kotkin, Author *The New Geography: How the Digital Revolution is Reshaping the American Landscape***

*If the past has brought us to where we are today, we also know we live in a rapidly changing world. The future is rushing at us, faster, in newer, more complex, and unknown ways. The life and work of cities today is not the work of cities 50 years ago or 25 years ago, or even 10 years ago. What will the future be like? What will Tucson be? What will be our place in the world? How happy will we be in that place? Will we feel we made the right choices for Tucson? What will our citizens say?*

The full report is available on the City's web site at **[www.cityoftucson.org](http://www.cityoftucson.org)**.

*5 Trends Tucson?* was prepared by the City of Tucson's Comprehensive Planning Task Force with assistance from the Office of the City Manager.

The report was prepared at the City Manager's request as a background for the Mayor and Council's priority setting discussions in 2004 and to help inform budget and policy decisions over the next few years.

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# 5 TRENDS TUCSON?

## Report Highlights

February 2004



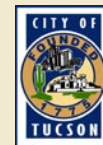
1 TALE OF 2 CITIES  
OR ONE COMMUNITY,  
ONE FUTURE?

2 SIDEWALK TO NOWHERE  
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EDUCATION AND ECONOMIC  
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4 GOING, GONE TUCSON  
OR BUILDING FROM  
THE BEST OF TUCSON?

5 DESERT ISLAND OR  
GREAT CITY OF THE  
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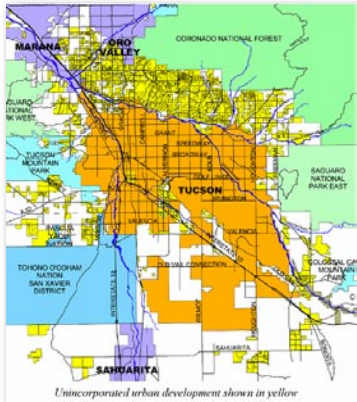


# 5 TRENDS TUCSON?

## Report Highlights

### A TALE OF TWO CITIES ... OR ... ONE COMMUNITY, ONE FUTURE?

*How can we truly work together as a region to address our community's toughest issues?*



We can no longer afford a fragmented approach to governing our region. It places an unfair tax burden on city residents, the core of our city is deteriorating, and the long-term viability of our community is at risk with such a divide. We need cooperation, consolidation, annexation, and regional government.

### SIDEWALK TO NOWHERE ... OR ... INVESTMENT IN COMMUNITY?

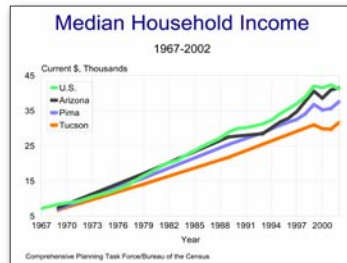
*How do we redeem older neighborhoods and the core of the city while we grow better and smarter?*



*Each of these trends has a positive alternative. The hope is that we will choose that alternative and manifest the action and will to bring those choices to life.*

We need to build a better Tucson for everyone. We must invest in infrastructure improvements long delayed, and firmly commit to plan for and fund our future.

### LOW WAGE TOWN ... OR ... OPPORTUNITY FOR ALL: EDUCATION AND ECONOMIC DEVELOPMENT?



*How can Tucson establish its niche in a new economic era and raise the standard of living for its residents?*

Tucson will need to become increasingly competitive as a city in order to be successful in the global economy and improve the quality of life for residents. Attention to quality education must be a top community priority.

### GOING, GONE TUCSON ... OR ... BUILDING FROM THE BEST OF TUCSON?

*How can Tucson retain its uniqueness and enhance its great quality of place while*

*growing into a 21st Century city?*

Tucson must do more to enhance its quality of place so that the city outwardly reflects the beauty of the surrounding desert and the history, culture, and qualities that make Tucson uniquely the "Old Pueblo".



### DESERT ISLAND ... OR ... GREAT CITY OF THE AMERICAN SOUTHWEST?

*How can Tucson begin thinking bigger about the city's future and act to make Tucson the best city it can be?*

Tucson cannot afford to live just for today or think too narrowly about solutions to the issues facing our community.

We must look beyond the status quo and past our own borders to our neighbors, across the state and the nation, and to the world for opportunities and answers.

